



# Buy It, Try It, Rate It

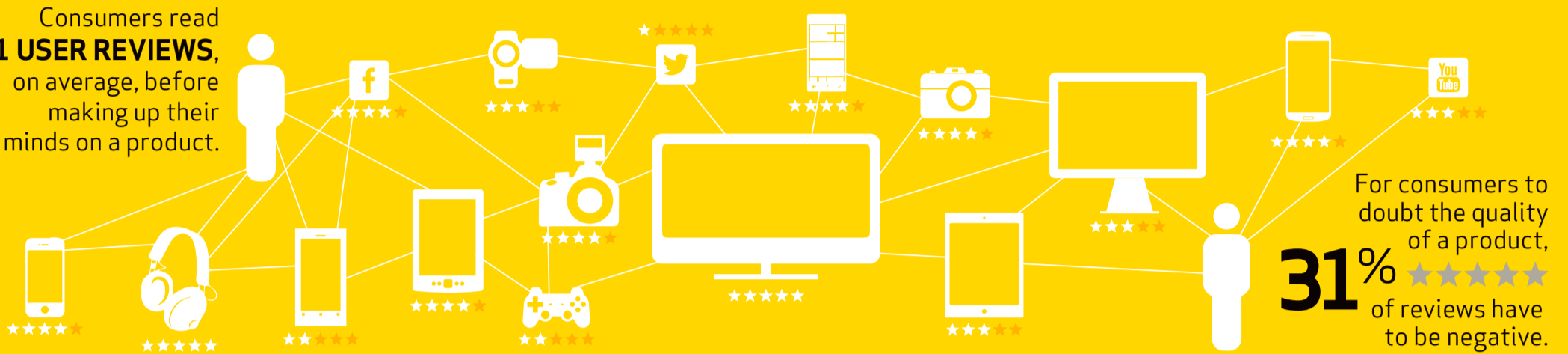
## Study of Consumer Electronics Purchase Decisions in the Engagement Era

The definition of “product review” has changed. Increasingly, consumers are basing their electronics buying decisions not only on the opinions of technology journalists, but on fellow consumers’ experiences. Weber Shandwick partnered with KRC Research to conduct an online survey in September

2012 of 2,004 American adults who recently purchased one or more consumer electronics. It delves into how consumers decide what to buy — and chronicles the current shift from traditional technology journalists to user reviewers as the primary source of product opinion.

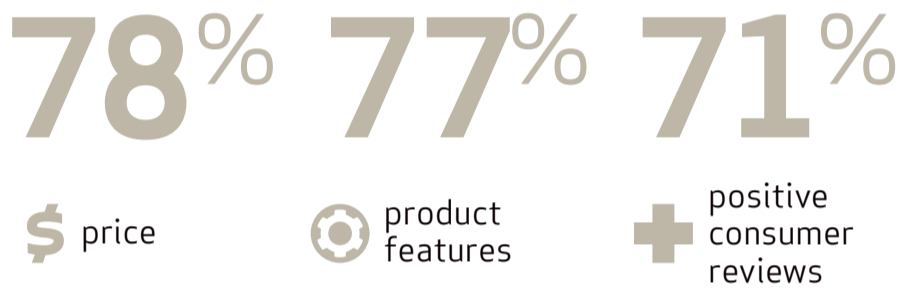
### CONSUMERS NAVIGATE A MAZE OF CONSUMER ELECTRONICS INFO

Consumers read **11 USER REVIEWS**, on average, before making up their minds on a product.

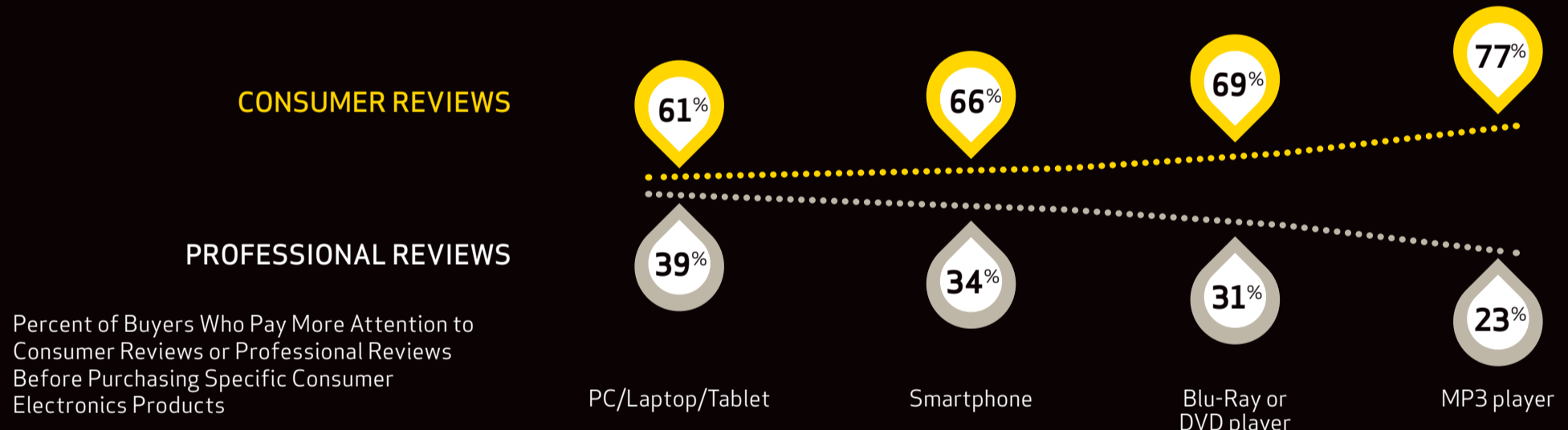


### REVIEWS SHARPEN THE CONSUMER ELECTRONICS DECISION PROCESS

Extremely important to Americans when they make a consumer electronics purchase decision

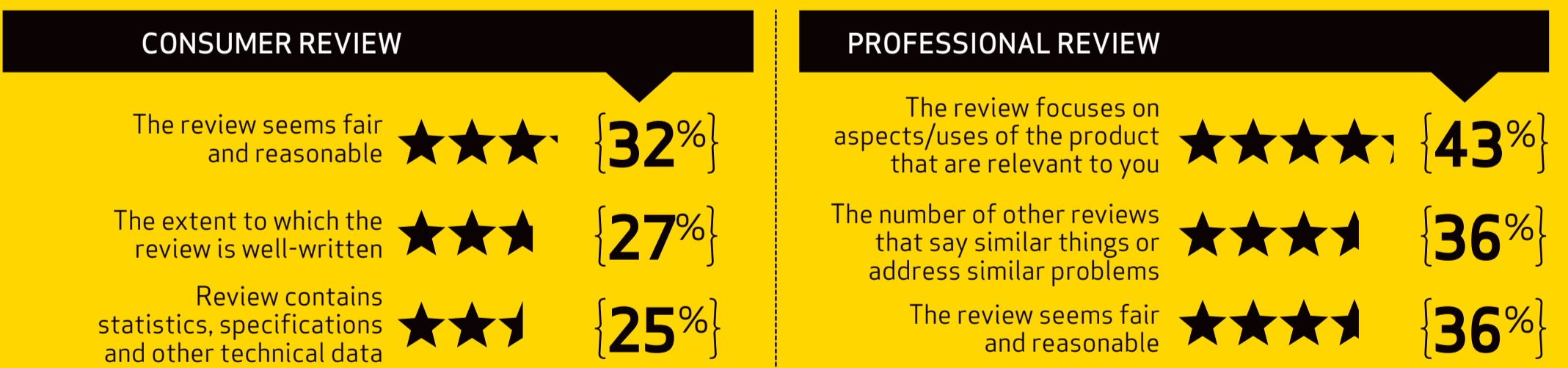


### CONSUMER REVIEWS TRUMP PROFESSIONAL REVIEWS FOR MOST CATEGORIES



### NOT ALL REVIEWS ARE EQUAL

Percent of Consumer Electronics Buyers Who Say the Following Elements of a Review Impact their Evaluation of its Usefulness



### CONSUMERS TRUST THE REVIEWS THEY FIND ON POPULAR WEBSITES



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